

## Minnesotan On A Mission

In October of 2016, Jessica Brown will pack up some of her belongings and leave her job as an ICU nurse at a local hospital to travel over 2,100 miles to Vincente Guerrero, Mexico to become a missionary. Throughout her year at the mission, Jess will work in the clinic and help develop an outreach program to get the community involved.

This site will help Jess share her faith testimony working as a missionary, as well as connect the works of the mission with the people back home (her church, family and friends), so they can get involved and learn the various ways to support the work that she will be doing.

# Competitive Analysis

## Amazima Ministries

https://amazima.org/



## HeartCry Missionary Society

http://www.heartcrymissionary.com/



## The Very Worst Missionary

http://www.theveryworstmissionary.com/



## Amazima Ministries

https://amazima.org/

Pros:

- Clear “Call To Action” buttons at top
- Large images tell visual story
- Map in middle section defines location
- Simple color palette
- Photo blocks for links
- Consistent logo and page layouts
- Responsive design

Cons:

- Uses “Call To Action” button style/color for all buttons
- Top navigation submenus get hard to read (slightly opaque background over images, if image is busy, menu blends in

This site is really well done in my opinion. It’s clear, easy to get around, has a clear purpose and cause that it’s bringing awareness about. The organization seems personable, and it states in several sections how visitors can support the cause. Red seems to be a common color for mission sites...

## HeartCry Missionary Society

http://www.heartcrymissionary.com/

Pros:

- Clean, easy to follow
- Fact of the Day and numbers laid out with icons at the bottom
- Easy to navigate
- Nice texture
- Cohesive site throughout

Cons:

- Large organization, not quite as personal
- No sticky menu, have to scroll up
- Not responsive
- “Call To action” not blatantly obvious

This site is for a large organization, so you have to extrapolate out what is useful for an individual missionary’s site. The “Call To Action” buttons in the upper right could stand out more. I’m also not such a fan of having a slider on the homepage, but I get that it helps present a lot of information in a compact space. And I kind of like the use of the yellow (gold?) for the different sections on the homepage, to subtly separate them a bit more.

The site is easy to navigate overall, but on the homepage, I wish they made it more clear that the three modules (about the gospel and need) were obvious that they would pull up videos that popup over the site.

# Competitive Analysis

## The Very Worst Missionary

http://www.theveryworstmissionary.com/

Pro:

- Missionary’s personal site
- Singular perspective/voice

Cons:

- Strictly a blog
- Too many ads
- No photo section
- No “call to action”

This site is literally just a blog, and a bit of an outdated one at that. But frankly it’s hard to find individual missionary’s sites (unless you know them). Most can’t afford to have someone build a site for them (and aren’t comfortable with the “out of the box” options that are common). Or they don’t think they’ll have access to internet where they’re serving. Either way, this site was included because it is an individual’s blog, that could use a bit more polish in my opinion.

## STRATEGY

### FFHM's Mission Statement

Foundation for His Ministry is a mission whose purpose is to glorify God by making disciples of Jesus Christ. To this end we share and demonstrate God's love through the power of the Holy Spirit by meeting basic spiritual, physical and educational needs of those in Mexico and beyond. This will be done in such a way as to establish the Mission as a model of effective ministry for other parts of the world.

### Jessica's Mission Statement

While I haven't asked her to articulate a particular mission statement, Jess has mentioned many times that she has been called to serve at the Mission. She has worked for the past decade as an ICU nurse, and feels that her skills and trade would be helpful to the people who come to the clinic at Vicente Guerrero, as well as being a part of the community outreach, to help people get proper healthcare that they so desperately need.

### Project Overview

Jess wants a site that brings awareness to the work the Mission does on a daily basis, as well as a way to educate the people from her church about the outreach work and ministry, and the community they serve and are a part of. As a missionary she will be reliant on donations and sponsorship for living expenses, so having a way to share the work she does at the clinic and the mission is an important component for donors to not only see the good their money does, but also to learn more about Jess' service as a whole.

### Business Summary

While Jess will be predominately working in the clinic, and helping develop a community outreach program, there are many other things that the Mission provides to the community that she will also be involved in. Throughout her tenure at Vicente Guerrero Jess will be bridging the physical gap between helping to meet the needs of the people in Mexico, and bringing awareness of those needs and the subsequent work/projects to the people at her church back home (in Bloomington, MN), so funding and participation continue to help keep the Mission running.

### Website Target Audiences

The following audiences drive the goals and strategies articulated in this document.

- Members of Jess' church
  - People she already knows well who are already likely to donate
  - People who know of her, but might not know her well enough to donate without more information
  - Other people considering missionary work but want more information
- Friends and family members who would donate and like to be kept abreast of Jess' work

### Business Goals

The goals of this site are to:

- Encourage sponsorship and donations to pay for Jess' living expenses while working at the Mission
- To teach people about the work that Jess and the other missionaries are doing
- To act as a testimony of Jess' journey and how her faith evolves because of it

### Strategies

We define strategies as plans of action to achieve business goals.

Goal	Strategy
Encourage sponsorship and donations to pay for living expenses	<ol style="list-style-type: none"><li>Create an online space where Jess can continually update her fellow church members on the progress she's making on her mission.</li><li>Tell stories about how current sponsorship money is used, illustrate the ways that donations help further progress.</li><li>Provide an easy way for people to make tax-deductible donations to support Jess' mission trip.</li></ol>
Teach people about the work that Jess and other missionaries are doing.	<ol style="list-style-type: none"><li>Create an area where updates can be posted about projects that the mission is involved in.</li><li>Tell a visual story through photos and possibly videos of the progress being made at the mission, as well as introducing people of the local community to the church in Minnesota</li></ol>
Act as a testimony of Jess' journey, showing how her faith evolves	<ol style="list-style-type: none"><li>Create a multi-faceted space where Jess can talk about her personal journey as a missionary, and illustrate the ways that she's been changed through her service.</li><li>Create a feeling of community, so visitors become engaged in Jess' story and want to join her on the journey.</li></ol>

### Tactics

This section includes tactics that relate to each of the recommended strategies. More specific tactics will also be addressed in the **User Experience Architecture** and **Requirements Definition** documents.

Strategy	Tactic
<ol style="list-style-type: none"><li>Create an online space where Jess can continually update her fellow church members on the progress she's making on her mission.</li></ol>	<ul style="list-style-type: none"><li>Create a website with a blog section that can easily be updated</li><li>Make the website easy to navigate, consider visitors of various ages</li><li>Make website responsive so visitors can access it through a variety of devices</li></ul>
<ol style="list-style-type: none"><li>Tell stories about how current sponsorship money is used, illustrate</li></ol>	<ul style="list-style-type: none"><li>Create a category on the blog to call-out fund usage</li></ul>

the ways that donations help further progress.	<ul style="list-style-type: none"><li>Tag blog posts that illustrate how sponsorship helps</li><li>Present visual stories/evidence of donation usage with photos in the supporting blog posts</li></ul>
<ol style="list-style-type: none"><li>Provide an easy way for people to make tax-deductible donations to support Jess' mission trip.</li></ol>	<ul style="list-style-type: none"><li>Put plenty of links throughout the site to Jess' page on WorldOutreach.org</li><li>Make sure the links open a new tab vs taking you off Jess' site</li><li>Put instructions on how to support Jess, make it clear that donations are tax-deductible</li><li>Create a page on the site that tells people directly how they can get involved and donate.</li></ul>
<ol style="list-style-type: none"><li>Create an area where updates can be posted about projects that the mission is involved in.</li></ol>	<ul style="list-style-type: none"><li>Create an "About The Mission" page that is easy to update and can have a section about current projects</li><li>Create a category/tags for the blog that relate to work the Mission is doing vs Jess</li><li>Make it easy to upload photos showing Mission projects</li></ul>
<ol style="list-style-type: none"><li>Tell a visual story through photos and possibly videos of the progress being made at the mission, as well as introducing people of the local community to the church in Minnesota</li></ol>	<ul style="list-style-type: none"><li>Create a gallery page where photos can be viewed as a collection or singularly</li><li>Give Jess the ability to post photos within blog posts to add some color and visual aspects to the posts</li><li>Have a good amount of images throughout the site on various pages to give the site a personal feeling</li></ul>
<ol style="list-style-type: none"><li>Create a multi-faceted space where Jess can talk about her personal journey as a missionary, and illustrate the ways that she's been changed through her service.</li></ol>	<ul style="list-style-type: none"><li>Build a blog</li><li>Create tags and categories that can be used to sort posts</li><li>Use ACF to build fields for Jess to be able to modify the layouts of posts and add media as needed</li></ul>
<ol style="list-style-type: none"><li>Create a feeling of community, so visitors become engaged in Jess' story and want to join her on the journey.</li></ol>	<ul style="list-style-type: none"><li>Enable comments (give Jess the ability to moderate them) in order to add an interactive element to her site, and help create a sense of community.</li><li>Create a contact form so visitors can easily get in touch with Jess</li></ul>

### Technology

- Completed site needs to be built on WordPress platform

- Site needs to be responsive/mobile friendly
- Need to have RSS Feed option
- Contact form on its own page
- Moderated comment section on blog posts
- jQuery for expanding sections (with non-JS fallback)
- Photo gallery plugin

### Measurement

#### User Experience

Extensive user testing based on strategic goals will occur at each of the following phases:

- Wireframing
- Design Concepts
- Beta Site
- Final Site

Results of testing and planned changes based on testing will be shared with the client.

#### Success Metrics:

Success of the site will be measure in two main ways. First, and foremost, will be the amount of donations and sponsorships that Jess receives (tracking how many people click on the various "Donate" links throughout the site, when checking those numbers against donations). Second, checking site traffic via Google Analytics to see where people are going on the site the most, and what kinds of content they're most interested in.

## CREATIVE CONSIDERATIONS

This section outlines branding and design considerations for the project. This affects the **User Experience Architecture**, **Design Concepts** and **Copywriting**, which follow this document in the planning and production process.

### Branding + Documentation:

Client would like site to include:

- A handwritten font throughout the site to give the site a more personal feel to it.
- Plenty of images on each of the pages. She is a budding photographer, and would like to be able to share photos with her site visitors.
- Playful colors
- A clean design that's easy to follow and navigate around

### Other desirable website features/functions

- Eventually the site will be built on WordPress, so it can easily be updated and modified by Jess while in Mexico.
- jQuery will be used to give the site some moving elements, and to help it feel up-to-date.

## Information Architecture + User Experience

#### User Research

These will be added to this document when available.

#### Site Map

Please see the attached document that contains the site map and wireframes.





Journey Outreach  
Community Learning Testimony  
Gospel Mexico Service  
Mission



Over The Rainbow

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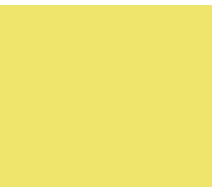
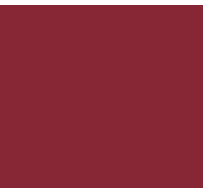
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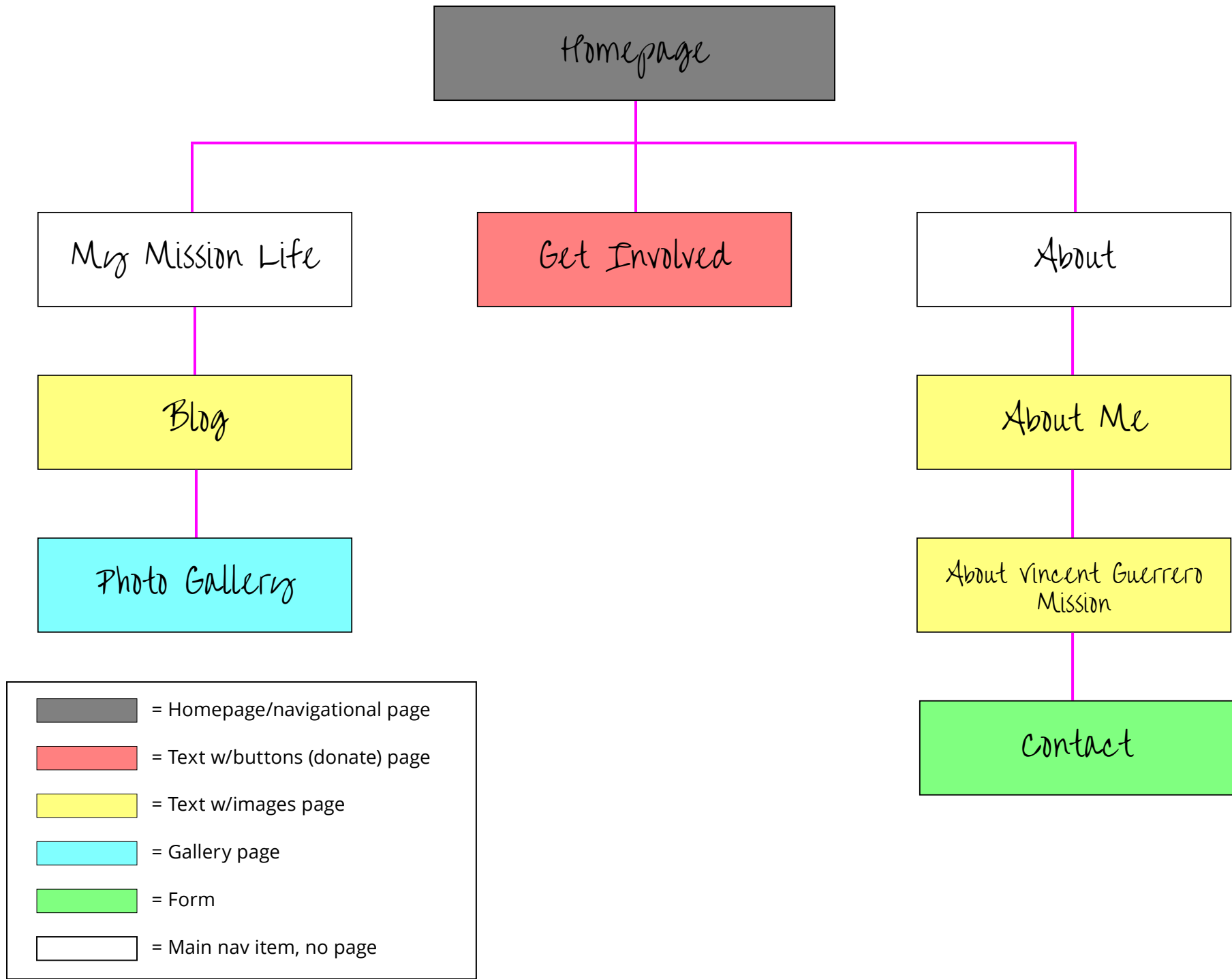
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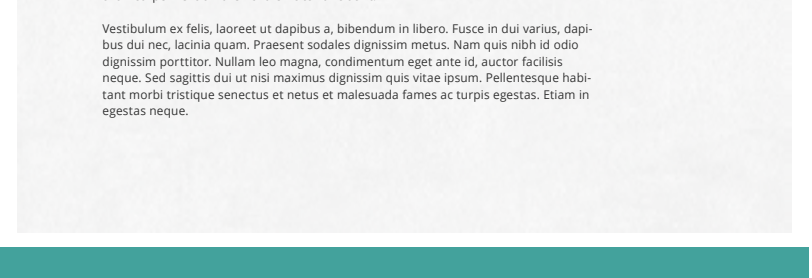
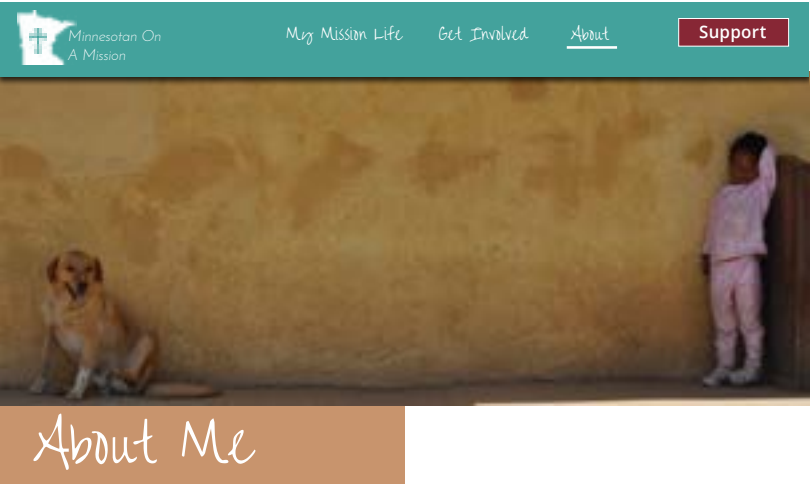
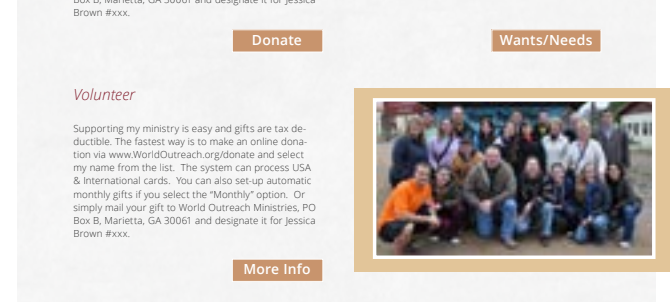
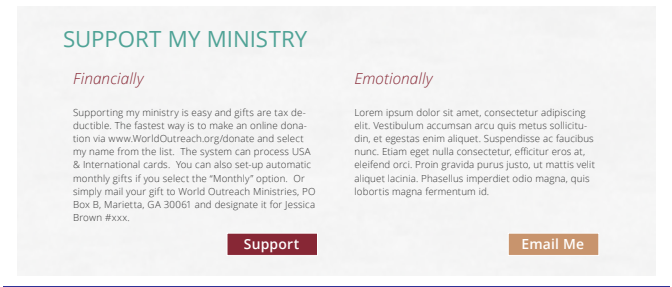
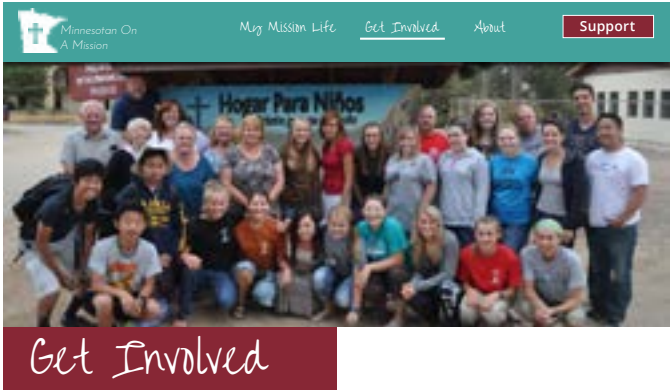
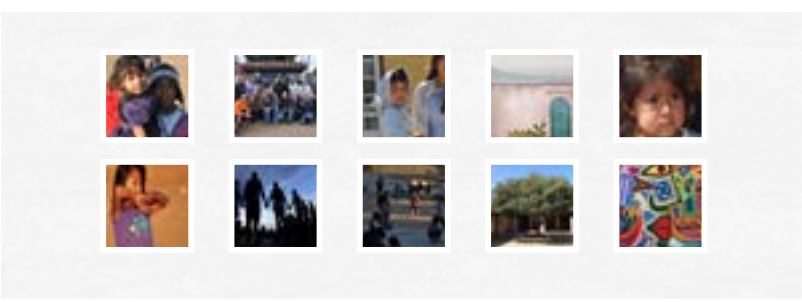
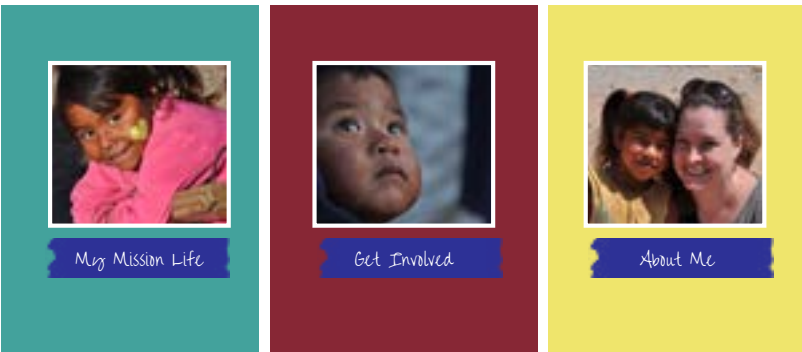
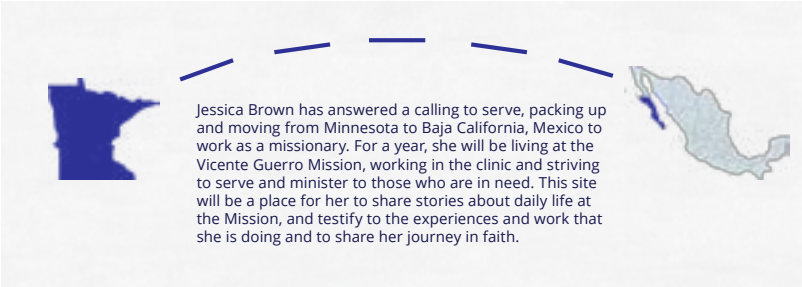
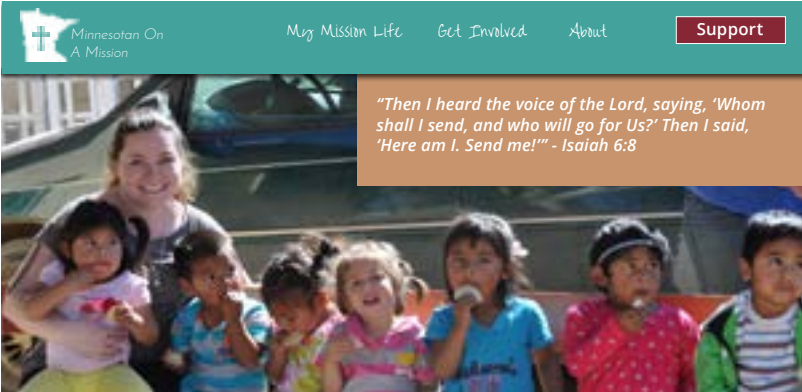




# Sitemap



# Design Option #1





# Design Option #2



## Minnesotan On A Mission

"Then I heard the voice of the Lord, saying, 'Whom shall I send, and who will go for Us?' Then I said, 'Here am I. Send me!'" - Isaiah 6:8

For one year I will be living at the Vicente Guerrero Mission, in Baja Mexico, working in the clinic and striving to serve and minister to those who are in need. This site will be a place for me to tell you about daily life at the Mission, and testify to the experiences and work that I'm doing.



My Mission Life

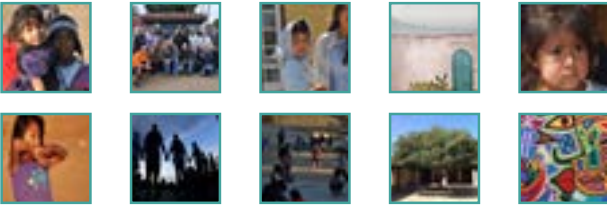


Get Involved



About Me

### Latest Blog Posts



## Get Involved

### Ways To Support My Ministry

#### Financially

Supporting my ministry is easy and gifts are tax deductible. The fastest way is to make an online donation via [www.WorldOutreach.org/donate](http://www.WorldOutreach.org/donate) and select my name from the list. The system can process USA & International cards. You can also set-up automatic monthly gifts if you select the "Monthly" option. Or simply mail your gift to World Outreach Ministries, PO Box B, Marietta, GA 30061 and designate it for Jessica Brown #xxx.

#### Support

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#### Donate

#### Gifts In Kind

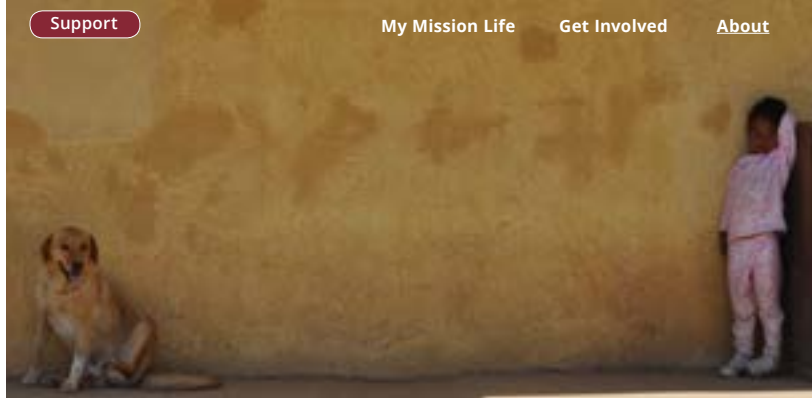
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#### Wants/Needs

#### Volunteer

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#### Learn More



## About Me

### A Little Backstory...

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### Why I'm On A Mission...

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## Get Involved

### Ways To Support My Ministry

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#### Learn More

# Design Option #3



## About Me

### A Little Backstory...

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### Why I'm On A Mission...

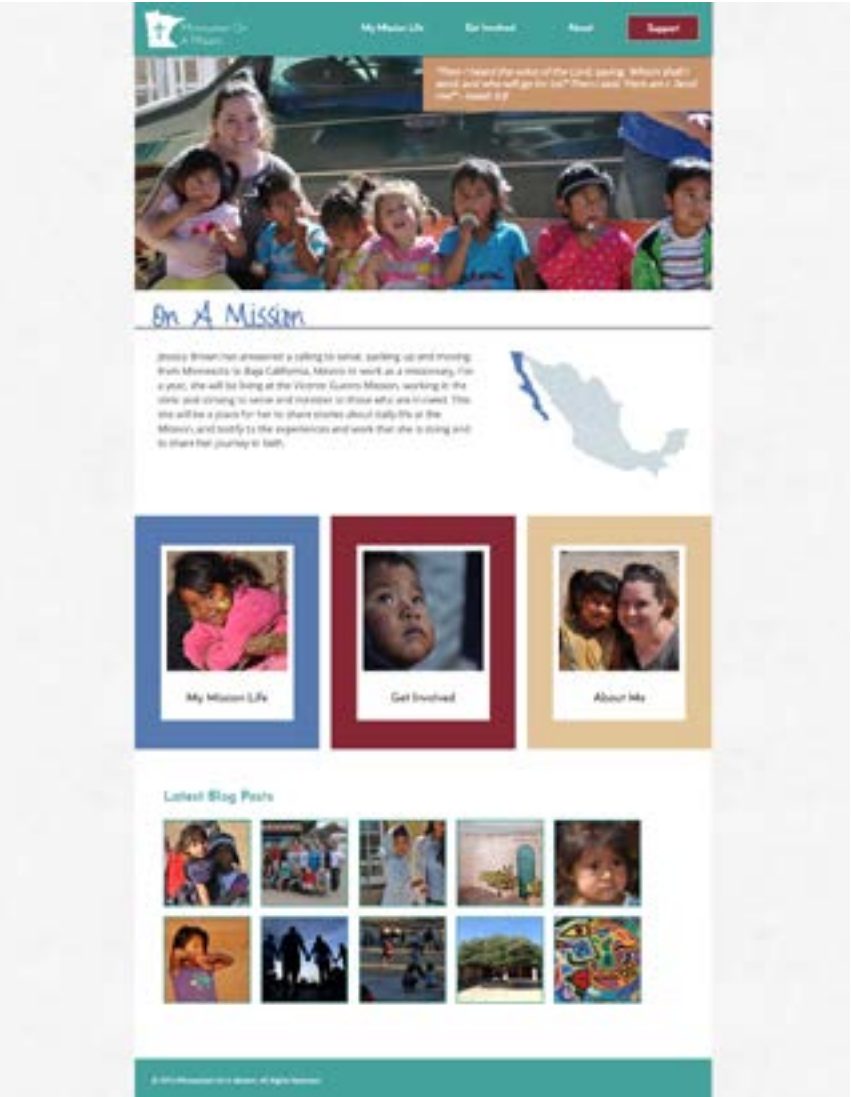
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# Final Design/Build



## Screenshots From Live Site -Homepage

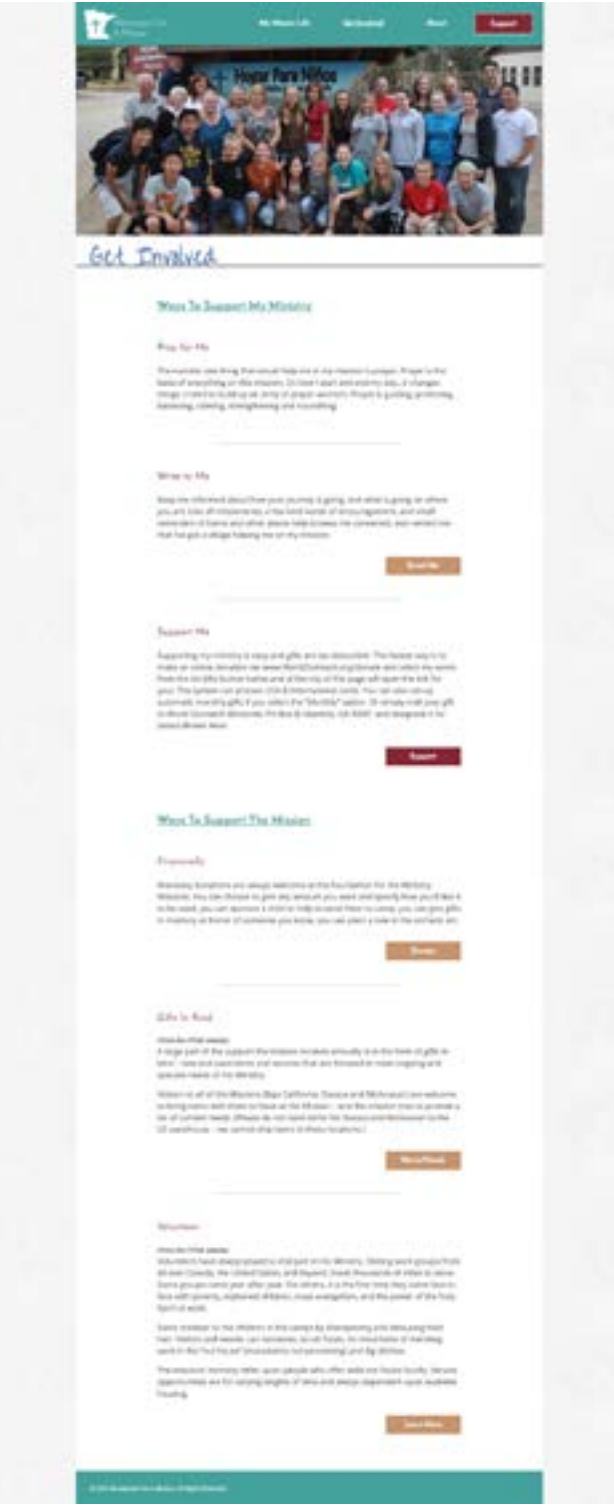
Desktop > Tablet > Mobile

<http://moam.lisawolfsonmyers.com/>

## Screenshots From Live Site -Get Involved Page

Desktop > Tablet > Mobile

<http://moam.lisawolfsonmyers.com/getinvolved.html>



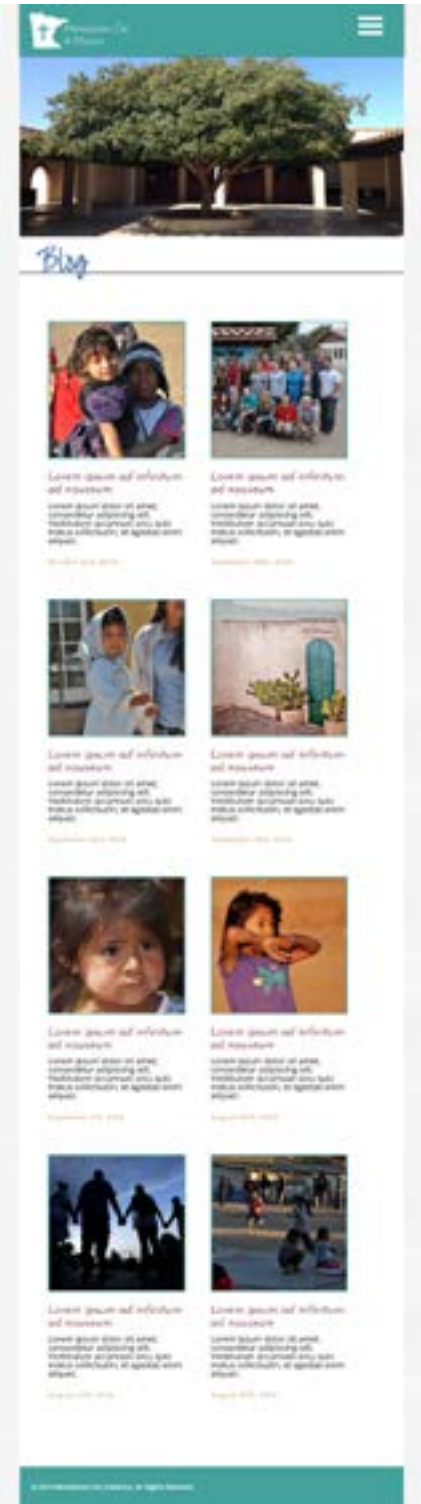
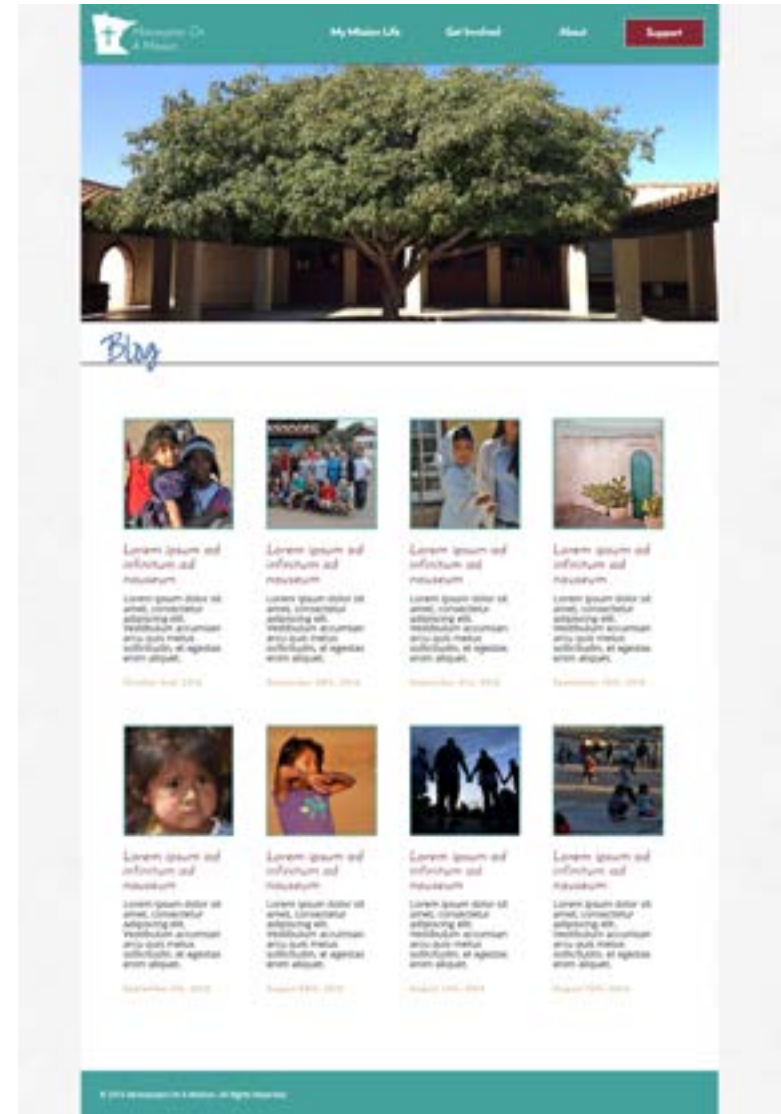




## Screenshots From Live Site -About Me Page

Desktop > Tablet > Mobile

<http://moam.lisawolfsonmyers.com/aboutme.html>



## Screenshots From Live Site -Blog Landing Page

Desktop > Tablet > Mobile

<http://moam.lisawolfsonmyers.com/bloglanding.html>